National Magazines
Ad #244 - Silver Cup and Pack - Req. 78185 - Pg 4/c Bl 10 11/16 x 13 9/16 - 1971

The cigarette holder was such a good idea, Parliament put one on every cigarette.

On the tip of every Parliament, there's a shell that's tough enough to bite on.

And inside is a filter, recessed away from your lips.

So you get a clean taste. A good taste.

Today's cigarette holder. It comes on a Parliament. King-Size and Charcoal 100's.

It works like a cigarette holder works.

2061190657

Source: https://www.industrydocuments.ucsf.edu/docs/hjln0003